

THE AMERIKA-HAUS BOOKMOBILE PROGRAM

Part II: Pattern of Bookmobile Use

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INTRODUCTION

As was pointed out in the Introduction to Part I of this study, two different samples of respondents were used. The first sample consisted of 3965 respondents, interviewed at the Bookmobiles (about 200 cases for each one of the 22 Bookmobiles); the second sample consisted of 6134 persons, selected by probability methods, to represent the population of the general service area covered by the Bookmobiles.

While Part I reported on Bookmobile awareness, Bookmobile attendance, and on differences in personal characteristics and in political attitudes between Bookmobile users and non-users, Part II deals with the pattern of Bookmobile use including book preference, book use, and users' appraisal of the Bookmobile operation.

SUMMARY

Part I of this study showed that users of the Bookmobile are a select group in the sense that they are better educated and more highly placed in the occupation ladder. It also demonstrated that Bookmobile users are more frequent visitors to Amerika Haeuser and their activities, and more sympathetic to the American political point of view than are the non-users.

Part II which deals primarily with book preference and use shows that two thirds of the books taken out are books of fiction. The reason for this situation could very well be, as indicated in the body of the report, because the Bookmobile librarians do not sufficiently "push" the non-fiction books. The report shows also that the Bookmobile is being patronized more than other book sources because the readers like the selection of books carried by the Bookmobile and because the Bookmobile books can be borrowed without cost. Chief criticism of the Bookmobile is that the selection of books is too limited and that the Bookmobile is too crowded.

PART II

Section A: Pattern of Bookmobile Use

In this section of the survey an examination is made of the lending habits of Bookmobile card holders. Considered specifically are the number of books borrowed, the degree to which the borrower uses his own card in taking books from the Bookmobile and the degree to which the borrowed books are used by friends and relatives of the borrower.

ON THE AVERAGE, INDIVIDUAL BOOKMOBILE USERS BORROW APPROXIMATELY 35 BOOKS PER YEAR FROM BOOKMOBILES ...

In the last chapter of Part I it was pointed out that Bookmobile users read almost twice as many books received from various sources than do the non-users. Our interest now is to find out how many books the individual users are borrowing from the Bookmobile in one year. When the question was put to the users, the answers they gave ranged from a few books per year to over a hundred, with the largest number (16%) saying they read between 30 and 39 books per year. This approximate average of three books per month happens to be the median number of books read by all the readers and establishes the Bookmobile users as more avid readers than are the Amerika Haus readers where the average books read per year by card holders, according to the results of a previous study, is between 12 and 15 books.

"Can you perhaps tell me approximately how many book
you borrowed from the Bookmobile in the past year?
(Probe: How many, number)"

		Users Interviewed at Bookmobile (3965)
1 -	9	8%
10 -	19	13
20 -	29	15
30 -	39	16
40 -	49	11
50 -	59	14
60 -	69	7
70 -	79	5
80 -	89	3
90 -	99	1
100 and more		1
No books in past year		*
Never borrowed books		-
No opinion		6
		<hr/> 100%

* Less than one half of one per cent.

BOOKS BORROWED BY USERS ALSO READ BY OTHERS ...

The use of books, however, is much wider than that indicated in the above section. The reason for this is that during the period of time that a book is borrowed it is read by persons additional to the borrower. Thus, when the users were asked whether others read the books they borrow about 2/3 of them answered in the affirmative.

"As a rule, do you only read the books you borrow, or do your relatives and friends also have a chance to read them?"

	Users Interviewed at Bookmobile (3820)
Yes, share books.	63%
No, only I read them	<u>37</u> 100%

APPROXIMATELY 3 PERSONS, ON THE AVERAGE, READ EACH BOOK BORROWED FROM BOOKMOBILES ...

When those users (63%), whose borrowed books were read by other people, were asked to indicate the number of people who read the books they brought home from the Bookmobile, the answers they gave averaged about 3 persons.

IF "Yes, share books":

"On the average, how many other people also read the books you borrow?"

	Users Interviewed at Bookmobile (2386)
One person	37%
Two persons	39
Three persons	16
Four persons	5
Five persons	2
Six persons	1
Seven persons	*
Eight persons	*
Nine persons	-
Ten persons	-
No opinion	*
	<u>100%</u>

* Less than one half of one per cent.

ALMOST ALL USERS TAKE OUT BOOKS ON THEIR OWN CARDS ...

Another question important to the operation of the Bookmobile inquired whether the users used his own or another card when borrowing books. Observations made by the interviewer indicated that almost all users (94%) used their own card when borrowing books, and that almost all the rest (5%) used the card of a relative.

"Which lending card did respondent use?"**

	Users Interviewed at Bookmobile (3965)
His own	94%
That of a relative	5
That of a friend or acquaintance	*
No card used	<u>1</u> 100%

* Less than one half of one per cent.

** Information provided by the DIVO interviewers accompanying the Bookmobile.

Section B: What Users Say They Hope to Read
and What They Actually Read

This section shows that there is a difference between the type of books the users say they "hope" to read and the type - as measured by circulation records - they actually do read. Other data of the section suggests the reason why the "hopes" of some of the users are not being realized.

USERS "HOPE" TO READ BOOKS ON A RELATIVELY HIGH LEVEL ...

An early question in the study asked the respondents to mention the kind of books they mainly hoped to get from the Bookmobile. Less than half the respondents (48%) mentioned light literature and novels of all kinds while the rest mentioned books of non-fiction including travel books and foreign people (24%), books in the field of social science (6%) and books about America and Americans (3%).

"What kind of books do you mainly hope to get from the Bookmobile?"

	<u>Users Interviewed</u> <u>at Bookmobile</u> (3965)
Fiction	48%
Non-fiction	51
Travel books and foreign people	24
Social science	6
Arts and sports (including useful arts)	5
Youth (also tales about animals)	5
Bibliographies	4
Medicine and technical books	3
Books about America and Americans	3
Philosophy and psychology	2
Natural science	2
Religion and cultural life	1
Literature	1
Grammar and philology	*
No opinion/No answer	<u>1</u> 100%

* Less than one half of one per cent.

In a further development of the previous question, all Bookmobile users were asked to check the areas of American life listed on a card that they would like to read more books about. The answers indicated a great interest in the American way of life, mentioned by 30 per cent of the respondents, followed by American family life, mentioned by 25 per cent, and cultural fields in America, mentioned by 18 per cent.

The complete distribution of areas selected is listed in the table below.

"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in?"

	Users Interviewed at Bookmobile (3965)
American outlook on life, way of life	30%
American family life	25
Cultural fields in America	18
Economy, industry and technology in America	13
Social problems in America	11
Social services in America	8
American educational and school system	8
Political life, government, local government in America	8
Relationships between employers and employees in America	4
Church and religious life in America	4
American press and radio	3
Agriculture in America	3
Others	3
No opinion	2
	<u>140%</u> @

@ Some respondents gave more than one answer.

HOWEVER, BOOKS ACTUALLY TAKEN OUT ON LOWER LEVEL THAN THOSE USERS SAY THEY "HOPE" TO READ ...

However, when the list of the kind of books readers say they hope to read was measured against the kind of books actually taken out several major discrepancies appeared. In spite of their good intention readers, as indicated in the table below read much more fiction than they think they will and much less books on travel and foreign people, social science, arts and sports (including useful arts) and books about America and Americans. (It should be pointed out that the category "History and Archeology" present only in the books actually read, quite possibly includes both books about America and Americans and books about Travel and Foreign people.)

Books "Hoped" to Read Versus Books Actually Read**

	Users Interviewed at Bookmobile (3965)	
	Hope to <u>read</u>	Actually <u>read</u>
Fiction	48%	66%
Non-fiction	51	30
Travel books and foreign people	24	3
Social science	6	3
Arts and sports (including useful arts	5	2
Youth (also tales about animals	5	4
Bibliographies	4	6
Medicine and technical books	3	2
Books about America and Americans	3	-
Philosophy and Psychology	2	1
Natural science	2	2
Religion and cultural life	1	1
Literature	1	1
Grammar and Philology	*	*
History and Archeology	-	5
No opinion/No answer	<u>1</u>	<u>4</u>
	100%	100%

* Less than one half of one per cent.

** Information provided by DIVO interviewers accompanying the Bookmobile.

MANY OF THOSE WHO DON'T GET BOOKS HOPED FOR TEND TO BLAME BOOKMOBILE ...

An important question which arises at this point is: Why do the users not take out the books they say they hope to get? One speculative reason is that the user quite naturally and perhaps sincerely always idealizes his interests. He doesn't take out the books he hoped for because he really doesn't want them. Another reason, documented by the following table, is that the books hoped for are not available at the Bookmobile at the time they are requested.

"Do you get these books as hoped, or don't you?"

IF "No, not as hoped":

"What do you think might be to blame for that?"

	Users Interviewed at Bookmobile (3965)
Books are out most of the time	6%
Not enough good books	6
Not enough entertaining books	1
Not enough serious books	1
Books are too American	1
Not enough new books	1
Other answers	2
No opinion	1
	<u>19%</u> @
Not asked	<u>83</u> 102%

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL

"Do you get these books as hoped, or don't you?"

IF "No, not as hoped":

"What do you think might be to blame for that?"

Users Interviewed
at Bookmobile
(3965)

Books are out most of the time:

6%

"Most of the books have already been given out by the time the bookmobile gets here, it stops at so many places."

"Most of the time I am late when I reach the bookmobile. The best books are gone then."

"Either most of the books have already been taken out, or I am too early and some books haven't been returned yet."

"There are so many people making use of the bookmobile that the books which interest me have often been given out by the time I get there."

"The books I'm interested in are never available, there are too many readers."

"When I get to the bookmobile the books dealing with the subjects I'm interested in have mostly been given out."

There are not enough good books. The selection is poor:

6

"There are not enough books, the ones available are gone in a jiffy."

"The supply of books falls behind the demand."

"The best books often are not available, there should be a wider selection."

"Unfortunately, the selection is limited. If I want to have a certain book, my name is put down on a waiting-list first. The only trouble is that there are not enough books."

"There is too poor a selection as the collection of books is not supplemented often enough."

There are not enough entertaining books such as adventure stories, thrillers, science fiction and love stories:

1

"There are not enough Westerns. The ones I want to read are out most of the time."

"They don't have enough detective stories and French novels. This may be because thrillers are mainly written by English authors and the bookmobile only offers books by American authors."

There are not enough serious books:

1

"The bookmobile is only good for people who want to be entertained."

"Unfortunately, there are only few books on serious subjects."

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Users Interviewed
at Bookmobile
(3965)

The books are too American:

1%

"The books are almost exclusively written by American authors, there are too few European and German authors."
"Their collection is too American."

There are not enough new books:

1

"The new books are on display in the Amerika-Haus, but they are not offered by the bookmobile, a fact which I regret very much."
"New books are not to be had at all. These books are purchased quite seldom, most of them are donations. There are not enough new books on America in the original version."

Other answers:

2

"I think that we ourselves are to blame for that. When I have to do shift work, my mother goes to the bookmobile and she does not know my taste."
"I think the organization is to blame for that."

No opinion/No answer:

$\frac{1}{19\%}$

© Some respondents gave more than one answer.

POSSIBLE EXPLANATION: BOOKMOBILE LIBRARIANS DO NOT SUFFICIENTLY
PUSH SERIOUS BOOKS ...

A further reason why many of the users do not read the books they say they are interested in is that they are not being sufficiently urged to do so by the Bookmobile librarian. This was indicated when the different values which the respondents attributed to the Bookmobile were correlated with the various ways in which the respondents said they went about choosing their books. Thus, as can be seen on the following table, the largest percentage of those who go to the librarian for recommendation (41%) see the chief value of the Bookmobile in providing entertainment and diversion followed by the next largest group (29%) who see the chief value of the Bookmobile in learning about Americans, another group (23%) who see the chief value of the Bookmobile in enlarging this knowledge, and finally the smallest group (5%) who see practical knowledge as the chief value of the Bookmobile.

TYPES OF BOOKS CHOSEN AND MANNER OF CHOOSING

What is the chief value of the Bookmobile					
How do you go about finding the books you draw out? (No. of cases)	Enter- tainment and diversion	Learn about Americans	Enlarge own knowledge	Gain practical knowledge	No opinion
Have particular book in mind (16)	26%	31%	31%	6%	6%..100
Get recommendation from librarian (43)	41	29	23	5	2
Make own choice (52)	36	31	27	4	2
Use card catalog (4)	20	20	20	20	20
No opinion (1)	-	-	-	-	100

ENGLISH BOOKS SELDOM READ EVEN BY THOSE WHO CAN READ ENGLISH ...

In line with the previous finding the survey showed also that those who know the English language do not read as many English books as their knowledge of the language qualifies them to read. Thus, although (as shown in Part I) 12 per cent of the users read English fluently or as well as German, 23 per cent read it fairly well and 10 per cent read it with difficulty (the remaining 55% have no knowledge of English), only 3 per cent of the users take out books which are all in English or predominantly in English. This fact is shown in the following cross tabulation chart where it can be seen that of the 471 users who read English as well as German only 5 per cent take out only English books, 14 per cent take out books predominantly English, 47 per cent take out only a few English books and 33 per cent take out no English books.

"How good are you at reading English?"

How many English books are among those you read?		Can read only with difficulty (394)	Can read fairly well (861)	Read English as well as German (471)	No knowledge of English at all (2094)
	Total: (3820)				
All of them	1%	1%	1%	5%	*%
Most of them	2	*	1	14	*
Only a few	19	16	35	47	6
None of them	77	82	61	33	93
No opinion	1	1	2	1	1
	100%	100%	100%	100%	100%

* Less than one half of one per cent.

Section C: Other Sources of Book Borrowing Known
and Used by Bookmobile Patrons

One of the early justifications for the Bookmobile was the expectation of reaching communities where general book borrowing opportunities were relatively poor. The present section deals with the degree to which the Bookmobile users are aware of other places to borrow books, as well as the degree to which they utilize these other places.

USERS KNOW OF MANY BOOK SOURCES BESIDES THE BOOKMOBILE ...

According to the survey users of the Bookmobile know of many places in their communities where books might be borrowed. Thus, when they were asked if they know of other places to borrow books, almost 9 out of 10 answers were in the affirmative.

"Do you perhaps know whether there is also a chance
of borrowing books elsewhere in this vicinity?
(I mean apart from the Bookmobile)"

	Users Interviewed at Bookmobile (3965)
Yes	89%
No	<u>11</u> 100%

IF "Have borrowed books from places other than the
Bookmobile":

"Where are these other places?"

	Users Interviewed at Bookmobile (3520)
Circulating libraries, privately- owned libraries	42%
Public libraries	38
Church libraries	8
School libraries	7
Libraries of book shops and other shops	6
Factory-owned libraries	5
Camp libraries, refugee libraries	*
Other answers	3
No opinion/No answer	<u>1</u> 110% [ⓐ]

* Less than one half of one per cent.

ⓐ Some respondents gave more than one answer.

USERS WHO KNOW OF OTHER PLACES AVOID USING THEM BECAUSE BOOK SELECTION IN OTHER PLACES IS POOR AND BECAUSE IT COSTS MONEY TO BORROW BOOKS IN OTHER PLACES ...

Bookmobile users who knew of "other places" where books could be borrowed but who didn't utilize these places were asked why they did not utilize them. Among the eight types of answers given, two stand out: dissatisfaction with the selection of books in other places (cited by slightly more than one-fourth of the cases) and it costs money to use the other sources (cited by slightly less than one-fourth of the users who knew of other places but didn't use them.)

"Do you perhaps know whether there is also a chance of borrowing books elsewhere in this vicinity? (I mean apart from the bookmobile)"

IF "Yes":

"Did you perhaps borrow some books there at some time?"

IF "No":

"Why haven't you availed yourself of this opportunity so far?"

	Users Interviewed at Bookmobile (3965)
Because I don't like selection of books at other places	12%
Because it costs money to use the other places	10
Because I don't have time for additional reading	7
Because the bookmobile is good enough	6
Because the Bookmobile is more convenient	2
Because other facility was too recently started	1
Because books at other facility worn out and shabby	1
Miscellaneous reasons	4
No opinion/No answer	<u>2</u> 45%
Not asked	<u>61</u> 106%

© Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Do you perhaps know whether there is also a chance of borrowing books elsewhere in this vicinity? (I mean apart from the bookmobile?)

IF "Yes":

"Did you perhaps borrow some books there at some time?"

IF "No":

"Why haven't you availed yourself of this opportunity so far?"

Users Interviewed
at Bookmobile
(3965)

Because I don't like selection of books at other places:

12%

"Trash, that's all you find in these circulating libraries."

"I don't want the kind of literature you find in these libraries."

"Their book assortment is quite primitive and one-sided."

"People told me that the books offered are out of date - Uhland, Hoelderlin, etc., I am not particularly interested in these authors."

"The library displays nothing but cheap Westerns and mystery stories, a type of book I don't like at all."

Because it costs money to use the other places:

10

"The fee they charge for a good book is too high for me."

"It is just too expensive."

"I never have enough pocket-money to pay the fee for a book."

"The books I borrow in the bookmobile are free of charge."

Because I don't have time for additional reading:

7

"I just don't have enough time to do all I would like to do."

"Attending school keeps me too busy to read books."

"Up till now I had a job and no time for reading."

"Up to now I didn't have enough time, but things will be different now that I am retired."

Because the Bookmobile is good enough:

6

"I am quite satisfied with the bookmobile."

"We have the bookmobile here to borrow books from and that is better than anything else."

"I never thought of borrowing books some place else. All the books I need I find in the bookmobile."

Because the Bookmobile is more convenient:

2

"The bookmobile is much more convenient for me, it stops at my doorstep, so to speak."

"I would have quite a distance to walk to that other place and that's why I never went there."

"I can't walk miles just to fetch a book, can I?"

(Cont'd on next page)

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Users Interviewed
at Bookmobile
(3965)

Because other facility was too recently started:

1%

"Well, it's quite a new set-up."

"This bookmobile from the municipal library has been available to use only for a short time."

Because books at other facility worn out and shabby:

1

"I don't think the books are very clean."

"I object to these books from a hygienic point of view, they seem to be full of germs."

Miscellaneous reasons:

4

"The time they grant you to read a book is too short, you must return them too soon."

"I can't climb stairs."

"Without an identification card it is not possible to borrow books and I am still waiting for my refugee identification papers."

No opinion/No answer:

2
45%[©]

© Some respondents gave more than one answer.

MAGAZINES AND NEWSPAPERS ALSO BORROWED BY BOOKMOBILE USERS ...

Each Bookmobile, in addition to its stock of books, carries for circulation a small stock of magazines and periodicals. These, all of which are late-dated, fall into the categories of American magazines and periodicals, German magazines and periodicals and American newspapers.

In the first group the magazine most frequently borrowed was the weekly news magazine, Life. Other American magazines borrowed were those dealing with home furnishing and style in apparel, such as Good housekeeping, Harper's Bazaar, Vogue, Better Homes and Gardens, etc., and weekly news and story magazines like Post and Colliers.

In the second group the magazines and periodicals most frequently borrowed were "Der Monat" and "Hobby".

Among the American newspapers the "New York Times" was most frequently borrowed.

"Which periodicals or pictorials were borrowed?"

Users Interviewed
at Bookmobile
(3965)

American Magazines

Weekly news magazine (Life)	10%
Home furnishing and clothes style magazines (Good Housekeeping, Harper's Bazaar, Vogue, House and Garden, Better Homes and Gardens, etc.)	4
Weekly stories and articles (Post & Colliers)	4
Light articles (Reader's Digest)	2
Newsweekly (Time, Newsweek)	2
Ebony	1
Holiday	1
Look	1
Others	6

American Newspapers

New York Times	1
Other newspapers	*

German Magazines

Der Monat	1
Hobby	1
Others	1

No magazines and newspapers borrowed	<u>82</u> 117% [©]
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* Less than one half of one per cent.

© Some respondents gave more than one answer.

Section D: Users' Appraisal of Bookmobile

In the final section of this report the Bookmobile users were queried on their likes and dislikes of the entire Bookmobile operation. As in most USIA Media studies the respondent was encouraged to express himself, especially in regard to any criticism he might have.

BY AND LARGE BOOKMOBILE USERS HAVE LITTLE TO CRITICIZE ABOUT THE BOOKMOBILE ...

In an initial effort to ascertain users' appraisal the respondents were given a card containing six statements about the Bookmobile and asked to indicate how they felt about each statement. Five of these statements were in the nature of general criticisms while the sixth was a statement disavowing any criticism.

It is a commentary on the general approval which users show toward the Bookmobile that an average of approximately 80 per cent of the respondents disavowed all of the critical statements, only 8 per cent agreed with them and 12 per cent said they had no opinion. The critical statement which was agreed to by the largest number of respondents (16%) was that "the Bookmobiles offer too limited a selection of books".

"Please tell me your position on each of the following assertions: Do you feel these assertions are justified, or don't you?" (CARD)

	Users Interviewed at Bookmobile		
	Yes, justified	(3820) No, not justified	No opinion
A - The Bookmobiles offer too limited a selection of books	16%	80%	4%..100%
B - The Bookmobiles contain too many English-language books, and too few books written in German	6	80	14
C - The Bookmobiles contain too much light literature, too few technical publications	7	70	23
D - The Bookmobiles contain too many political books	8	69	23
E.- The Bookmobiles are inefficiently organized. The lending system is poorly devised	3	93	4
F - I have nothing to criticize about the Bookmobiles. They are very good the way they are	91	6	3

BEST LIKED FEATURE OF THE BOOKMOBILE IS FRIENDLINESS, FREE SERVICE, AND GOOD BOOK SELECTION ...

In further questioning the Bookmobile users were asked to indicate specifically what they liked about the Bookmobile. Each respondent made an average of two separate comments to the question. Answers fall into three categories: comments about the organization of the Bookmobile containing approximately 65 per cent of remarks, comments about the books themselves containing 25 per cent of the remarks, and a category of miscellaneous answers containing 10 per cent of the remarks.

The most frequently made comments in the first category were that there was no charge and that the service was friendly and polite.

In the second category the comment most frequently made indicated that the users were very much satisfied with the "wide" selection and the high quality of the books carried by the Bookmobile.

Among the miscellaneous comments the largest number of respondents said "the Bookmobile gives you a chance to get acquainted with American literature, to read it in the original".

"Taking everything into consideration: What do you like about the Bookmobile? What do you think is good about it?"

	Users Interviewed at Bookmobile (3965)
<u>ORGANIZATION</u>	(114%)
Service is free of charge	38%
The personnel is polite, friendly and advises patrons efficiently	36
Patrons can select their books freely and leisurely	9
The Bookmobile is conveniently located and easy to reach	9
The Bookmobile arrives regularly and on schedule	6
Lending procedures are expeditious and efficient	3
Lending periods and extensions are adequate	2
Circulation is unrestricted	1
Other answers referring to organization	10
<u>BOOKS</u>	(44%)
The selection of books is wide	27
The standard of books is high	15
The books are clean and in good shape	2
<u>MISCELLANEOUS</u>	(11%)
The Bookmobile gives you a chance to get acquainted with American literature, to read it in the original	5
The Bookmobile gives you a chance to broaden your knowledge	2
Through the Bookmobile you get to know America and its people	2
Other answers	2
<u>EVERYTHING IS GOOD ABOUT THE BOOKMOBILE</u>	{ 5%}
<u>NOTHING IS GOOD ABOUT THE BOOKMOBILE</u>	{ *%}
<u>NO OPINION/NO ANSWER</u>	{ 2%}
	176% ^a

* Less than one half of one per cent.

^a Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Taking everything into consideration: What do you like about the Bookmobile? What do you think is good about it?"

Users Interviewed
at Bookmobile
(3965)

ORGANIZATION

(114%)

Service is free of charge:

38%

"There are no costs involved when you borrow a book."

"They don't charge you anything for lending the books."

"I like it that the service is gratuitous."

"You don't have to pay anything."

"This is a chance to borrow books without any costs."

"We have only a small income and without the Bookmobile we would not be able to read so many good books."

The personnel is polite, friendly and advises patrons efficiently:

36

"I like the efficient and friendly service in the Bookmobile."

"In particular I want to mention the kindness with which Mrs. Borchert attends to everybody."

"I think the young lady who is in charge of the Bookmobile at present manages everything very efficiently. She is very charming, indeed."

"These people in the Bookmobile really are experts on books and always treat you very politely."

"I really admire the librarian. How well-mannered she is and how tactful, just the right person for that kind of job. The American House could never find a better suited person for that job."

"The librarian is such a lovely lady, always helpful and smiling."

Patrons can select their books freely and leisurely:

9

"You have all the quiet you need to select your books."

"I like the quiet atmosphere in the Bookmobile. You can pick out any book to your taste."

"Nobody will bother you while you look for the books you want."

"You can select your books leisurely, nobody will bother you."

The Bookmobile is conveniently located and easy to reach:

9

"The Bookmobile stops at my doorstep. That's convenient."

"It is very convenient for us, we just walk to the next corner and there it is. We live in an out-of-the-way place."

"You don't have to take long walks, the Bookmobile stops right here in the vicinity."

"The Bookmobile brings the books to your house, it couldn't be more convenient."

(Cont'd on next page)

(Cont'd from preceding page)

Users Interviewed
at Bookmobile
(3965)

The Bookmobile arrives regularly and on schedule:

6%

"I welcome the regularity with which the Bookmobile arrives."

"It is good that the Bookmobile comes every week."

"The Bookmobile is always on time, you can rely on that."

"The Bookmobile comes regularly and punctually."

Lending procedures are expeditious and efficient:

3

"Their lending system works very smoothly."

"They have a very simple and efficient lending system."

"You don't lose any time by waiting."

Lending periods and extensions are adequate:

2

"They give you enough time to finish a book."

"In the Bookmobile you are allowed to keep the books as long as you want to."

"Their lending procedure is very convenient, you can even have an extension if you can't finish your book in time."

Circulation is unrestricted:

1

"You can take as many books along as you want at a time."

"There is no restriction to the number of books you are allowed to borrow."

Other answers referring to organization:

10

"I like it that the Bookmobile is run in such a simple and unbureaucratic manner."

"Things are clearly arranged."

"I think it's a good thing that one can order books which aren't on hand at the moment."

"The books are most clearly grouped into categories."

"The organization is most efficient."

BOOKS

(44%)

The selection of books is wide:

27

"They have quite a large selection of books on hand."

"Their assortment of books could hardly be more varied."

"Among their varied assortment everybody will be able to find a book to his taste."

"They have almost every book you ask for."

"If I discover a book I would like to read, I can be sure to find it in the Bookmobile."

"Here you even find books you will never come across in other libraries."

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Users Interviewed
at Bookmobile
(3965)
15%

The standard of books is high:

"You find only good literature in the bookmobile."
"They only have books of a high level."
"They don't have cheap books, no trash."
"You find merely books of a high literary standard."

The books are clean and in good shape:

2

"The books are in very good condition and very clean."
"The books are kept tidy and neat."
"The books are in an excellent condition."

MISCELLANEOUS

(11%)

The Bookmobile gives you a chance to get acquainted with American literature, to read it in the original:

5

"The Bookmobile offers you a chance to become acquainted with American literature."
"You get an insight into American literature."
"They give you an opportunity to read books by American writers."
"The Bookmobile specializes in American literature. It's hard to get by American books in other places."

The Bookmobile gives you a chance to broaden your knowledge:

2

"Here you find various books which help you to increase your knowledge."
"I am grateful that the Bookmobile stops here, this is a chance to widen one's knowledge, thus guarding against the danger of becoming indifferent."

Through the Bookmobile you get to know America and its people:

2

"You get an insight into the American way of life."
"You get acquainted with the American people."
"The books provide you with all information necessary to become acquainted with the United States."

Other answers:

2

"The books are not selected under a political aspect."
"All people have access to the Bookmobiles."
"Inside the Bookmobiles it is very warm and comfortable, very convenient when it is cold."

EVERYTHING IS GOOD ABOUT THE BOOKMOBILE

(5%)

NOTHING IS GOOD ABOUT THE BOOKMOBILE

(*%)

NO OPINION/NO ANSWER

(2%)
176%[@]

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

NEARLY 2/3 MAJORITY UNABLE TO CITE CRITICISM ...

When users were encouraged to mention what they didn't particularly like or even consider to be bad about the Bookmobile, only 38 per cent of them gave unfavorable remarks, of which 21 per cent concerned the books and 17 per cent the organization.

In regard to books to which 21 per cent of the comments were directed, there were two criticisms made more frequently than any of the others, namely, that the selection of books was too limited and that the Bookmobile did not carry enough German and European literature.

Concerning the organization of the Bookmobile to which 17 per cent of the remarks were addressed, the two most frequent comments were, that the Bookmobile was too crowded, making it necessary for patrons to wait too long before they were served, and that the Bookmobile arrived too irregularly and too infrequently.

An additional 62 per cent of the users made comments which cannot be considered as criticism for they expressed praise of the Bookmobile.

"What don't you particularly like about it, or even consider to be bad?"

	Users Interviewed at Bookmobile (3965)	
<u>CRITICISM</u> (38%)		
<u>BOOKS</u>	(21%)	
Selection of books is limited		6%
There is not enough German and European literature available		5
The books are dirty and worn		3
Dislike type of books carried by Bookmobile		1
Not enough modern literature available		1
There are no children's or youth books available		1
There are not enough books for light reading		1
There are not enough books on specific fields		1
Too many books have a pro-American (anti-German) tendency		1
There are only a few mystery stories available		*
Other answers		1
<u>ORGANIZATION</u>	(17%)	
Bookmobile is too small, too crowded - one has to wait too long		5
Bookmobile arrives too infrequently, irregularly, stops are too brief		3
There is no catalogue		2
The Bookmobile arrives at inconvenient hours		1
The Bookmobile is too difficult to reach		1
Patrons have little (no) chance to select books themselves		1
Books are not well arranged in Bookmobile		1
Other answers		3
<u>PRAISE</u> (62%)		
<u>EVERYTHING IS GOOD ABOUT THE BOOKMOBILE</u>	(62%)	
<u>NO OPINION/NO ANSWER</u>	(6%)	
	106%*	

* Less than one half of one per cent.

COMMENTS IN DETAIL ...

"What don't you particularly like about it, or even consider to be bad?"

Users Interviewed
at Bookmobile
(3965)

CRITICISM (38%)

BOOKS

(21%)

Selection of books is limited:

6%

"It is surprising how poor the selection is in the Bookmobile."

"Their selection is too small, in my opinion, Why don't they exchange the books between the various Bookmobiles. I cannot find any books of interest any more."

"There are just too few books available. The librarian does all she can to satisfy the people, but she can't do miracles."

"If you want to know my opinion, they really should add a number of new books to their selection."

"Some new books would be necessary for those readers who have used the library for quite some time now."

There is not enough German and European literature available:

5

"I would appreciate it very much if more books by German authors were offered."

"Too few German books are on hand."

"You find American books in great numbers but what about German authors? You are interested in reading them too, once in a while."

"I would be very interested in French literature, unfortunately, there don't seem to be any publications available."

"European authors are not represented in the Bookmobile."

The books are dirty and worn:

3

"Their books are in a terrible condition, almost fallen to pieces. Though they had repaired them with tape, I hardly dared to touch them."

"The books are not as clean as you would expect them to be in a library."

"The books are shabby and unhygienic."

Dislike type of books carried by Bookmobile:

1

"I read some books that really embarrassed me."

"Some books that I read weren't to my taste at all."

There is not enough modern literature available:

1

"I miss modern literature, only a few modern authors are represented in the Bookmobile."

"I never saw any new books by modern authors, nor any books on modern arts."

(Cont'd on next page)

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Users Interviewed
at Bookmobile
(3965)

There are no children's or youth books available:

1%

"Books for children under 12 years of age should be made available, I would like to borrow them for my own children."

"There are no fairy tales for children."

There are not enough books for light reading:

1

"I never find a book that I like, why don't they have a few more exciting books or love stories - when I read I want to relax."

"I still wait to find a book for me, a book that would be of particular interest for a woman."

There are not enough books on specific fields:

1

"Their selection of books about mechanical engineering is poor."

"Their literature on the integration of Europe really should be more up-to-date."

"Arts and crafts that's my hobby, but they have too few books on this subject."

Too many books have a pro-American (anti-German) tendency:

1

"I just dislike the pro-American tendency you find in so many books."

"They certainly should remove all books that put the blame for what happened during the Third Reich exclusively on the German people."

There are only a few mystery stories available:

*

"I miss good mystery stories, I don't mean the cheap, vulgar kind."

Other answers:

1

"They should use bigger print in the books, my eyesight is poor."

"I miss a short description of the book's contents on the books' cover."

ORGANIZATION

(17%)

The Bookmobile is too small, too crowded - one has to wait too long:

5

"The Bookmobile is a bit small, you are pressed together awfully closely."

"The car is too small. There isn't enough room to move about."

"Often there is a lot of pushing and shoving."

"Often the Bookmobile is too crowded."

"Often I have to wait a long time outside until it's my turn."

(Cont'd on next page)

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Users Interviewed
at Bookmobile
(3965)

The Bookmobile arrives too infrequently, irregularly - stops are too brief:

3%

"It's a pity that the Bookmobile comes only once a month."

"The Bookmobile should come here regularly. Often 6 weeks pass before it arrives."

"It could come even more often and stay here for a longer period."

There is no catalogue:

2

"I am sure that people would welcome a catalogue, it would be helpful in selecting the books."

"A catalogue is necessary for better orientation, it would also be helpful for the librarian."

The Bookmobile arrives at inconvenient hours:

1

"I'm a worker and it's inconvenient for me that the Bookmobile doesn't operate after 16:00 hrs. when I could go."

"Maybe the Bookmobile could come later in the day and remain until 17:00 hrs."

The Bookmobile is difficult to reach - the route is unsuitable:

1

"The only thing that bothers me is that it's quite far to the Bookmobile. I suggest that the Bookmobile occasionally stops in our housing project where it would find many readers, I'm sure."

"It's quite a distance to the Bookmobile for me."

Patrons have little (no) chance to select books themselves:

1

"You hardly have the chance to pick out the books yourself. You just take what the librarian offers you."

"It would be more pleasant if one could make one's own choice among the books on hand."

Books are not well arranged in Bookmobile:

1

"I don't have time to stay all day, the books are so poorly arranged that you never find anything."

"The books are not very clearly displayed, I always have a hard time to find the book I want."

Other answers:

3

"The step to the Bookmobile is too high for me to climb."

"I don't think the driver should listen all the time."

"The librarian should have more time for the individual."

PRAISE (62%)

EVERYTHING IS GOOD ABOUT THE BOOKMOBILE

(62%)

NO OPINION/NO ANSWER

(6%)
106%

@ Some respondents gave more than one answer.



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